

**Organisation of the World Aquaculture Society  
Conference Tradeshow and Seafood Expo in Sydney  
26 April to 2 May 1999**

***"World Aquaculture'99 - bridging the gap"***

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FISHERIES  
RESEARCH &  
DEVELOPMENT  
CORPORATION

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## **Non-Technical Summary**

### **FRDC Project 97/304**

Organisation of the World Aquaculture Society Conference, Tradeshow and Seafood Expo in Sydney, 26 April - 2 May 1999.

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### **World Aquaculture'99**

3,129 people from 71 countries participated in the World Aquaculture'99 conference and 212 booth tradeshow, from 26-30 April 1999 at Darling Harbour, Sydney. A high percentage of the delegates were from industry, and government agencies were also well represented. The significance of aquaculture as an emerging agribusiness was reflected by the attendance of numerous politicians from Australia and overseas and most noteworthy, a delegation led by the Canadian Secretary of State.

At Aquafood'99, the seafood expo held at the Sydney Fish Market on 1-2 May 1999, 23,000 visitors experienced the business end of aquaculture production and taste-tested an array of farmed species. Aquafood'99 highlighted the quality of Australian farmed product and the benefits of aquaculture products to the consumer.

### **What has World Aquaculture'99 achieved?**

- ◆ it demonstrated that world-wide, aquaculture has the potential to meet the shortfall in seafood demand in the future;
- ◆ it raised the profile of aquaculture within the government and in the community;
- ◆ it attracted aquaculture investment to Australia;
- ◆ it provided a forum for the whole Australian aquaculture industry to meet together for the first time; and
- ◆ it injected a dose of enthusiasm into the Australian aquaculture industry for government and industry alike.

Speakers from a diverse range of backgrounds presented 656 talks over the four day event utilising 13 session rooms concurrently. The conference organisers were conscious of the need to have a balance of government and industry speakers which would have strong appeal to industry. The diverse and interactive program implemented and large number of industry delegates in attendance, reflected that they were successful in meeting this goal. The program was structured with streams of information, whether it was by species (prawns, finfish, molluscs) or by topic (nutrition, health, sustainability) to make it easier for delegates. The poster display exhibited 205 posters.

Overall, the conference program: allowed for the transfer of technology with the most up to date information available; provided a forum for informed discussion and debate; gave Australian aquaculturists the opportunity to learn from overseas experience and as a developing aquaculture nation it highlighted the balance between aquaculture development and environmental protection which was reinforced with an interactive environment movement session.

Workshops conducted pre or post-conference or within the program made best use of international experts and were well attended. They included: mollusc diseases, applied epidemiology, domestication, live feeds, marketing, bankers investment forum, shellfish quality assurance and quality and safety workshop. Numerous field trips and symposia also drew international guests to regional centres in Australia.

The 212 booth tradeshow exhibited the latest technology with 40% of the booths taken by international suppliers. This allowed for marketing opportunities to be explored and showcased both national and international aquaculture technology.

The week was supplemented with numerous social events. 2300 delegates attended the Welcome and Presidents Receptions. Industry sponsored the seafood at the Presidents Reception with 500 dozen oysters, 60kg salmon, 360 kg farmed prawns 40 kg of barramundi, 80 kg of silver perch and 180 kg of bluelip mussels.

The Sydney Fish Market coordinated the seafood expo 1-2 May, promoted as "Aquafood'99 - a tasty festival of farmed seafood". This was designed to be an interactive experience for the general public to introduce them to farmed seafood. Some 30 stalls displayed live farmed fish, consumers could taste-test farmed product, there was a reconstructed oyster farm and marine and freshwater touch-tanks. The Sydney Rock Oyster Opening Championships were held during this event. The retailers located around the Sydney Fish Market also supported Aquafood'99 by promoting farmed seafood in sales and in the take-away food trade. In addition, the Sydney Fish Market promoted farmed seafood to the Sydney food and related media with a media briefing utilising the expertise of 8 of Sydney's best chefs.

The conference, tradeshow and seafood expo collectively: improved links with the global aquaculture community; benefited all sectors of the seafood industry (management, researchers, goods and services, technology developers, potential investors); and raised the profile of Australian aquaculture through substantial media exposure. The World Aquaculture Society declared World Aquaculture'99 the largest and most successful event they have ever been involved with.

## **Background**

Aquaculture is a rapidly growing industry world-wide, and now contributes to more than 25% of total fisheries production. The world's marine fish catch has declined since 1989 and many species have been exploited to dangerously low levels. Aquaculture must provide an increasing share, and is considered the only hope of maintaining or increasing fisheries production. It is predicted that aquaculture production will surpass the wild harvest in 50 years time.

Industry growth is occurring in both developed and developing countries. Around 85% of all cultured fish, crustaceans, molluscs and seaweed is produced in Asia with China, India, Japan and Indonesia leading nations. Only five (USA, Norway, France, Spain and Chile), of the 14 leading aquaculture counties are outside Asia.

Despite increasing production, some major aquaculture industries have collapsed during the last decade due to poor water quality and disease, eg. marine shrimp farming in Taiwan and China. There are also examples and perceptions of large-scale environmental damage such as the destruction of mangrove forests and pollution caused by some aquaculture industries.

The most important challenge facing the aquaculture industry over the next few decades is to establish industries that are efficient, sustainable in the long term and environmentally compatible.

These themes were addressed at the annual conference and exposition of the World Aquaculture Society which was held in conjunction with the Bangkok Seafood Show in Thailand, January/February 1996. The attendance of 5,000 was a record, with 1,100 registered for the conference, 400 at the seafood seminar and 3,000 visitors to the aquaculture and seafood exhibition. A total of 80 countries were represented.

The World Aquaculture Society is 30 years old. It is the oldest and largest aquaculture organisation in the world with 4,000 members in 94 countries. It has been traditionally based in the USA, but in recent years has promoted and extended its membership. There are now four Chapters; USA, Latin America, Japan and South East Asia (includes Australia). The Society endorsed its global image at World Aquaculture '96, where the theme was "East meets West".

Representatives of the World Aquaculture Society approached Australian members at the conference in Bangkok regarding the possibility of holding WA'99 "Downunder". Australia was considered an ideal venue because of: its location; the increasing numbers of members in Asia and Australia; the great interest in Australia because of the year 2000 Olympics and its popularity as a tourist destination; the pollution-free environment; high quality fisheries products; and the potential for substantial aquaculture development.

### **SYDNEY BID**

With the assistance of the Sydney Convention & Visitors Bureau, the Sydney Convention & Exhibition Centre, the Department of State and Regional Development and Australian aquaculture industry representatives, NSW Fisheries lodged a bid with

the World Aquaculture Society to host their 1999 conference, tradeshow and seafood expo at Darling Harbour in Sydney. The bid was also well supported by the Premier of NSW, the Hon Bob Carr, MP, the now retired Minister for Fisheries, Bob Martin, the Sydney Fish Market and the NSW aquaculture industry, during the assessment of Sydney in July of 1996. At this time a number of other Australian states also submitted bids for the conference. On 24 August, 1996, the decision was announced that Sydney was the successful bidder to host the event in 1999.

## **Need**

Australia has limited wild fisheries compared to other countries, and many species are fully or over-exploited. In addition, we import about 124,000 tonnes of edible fish products valued at \$690 million annually. There is clearly a need to dramatically increase aquaculture production in Australia to replace lost production from wild fisheries, to replace imports, and to export high-quality products.

Aquaculture is in its infancy in Australia and prior to the mid 1980s was limited to the production of oysters, rainbow trout, and juvenile native freshwater fish and goldfish. However, over the last decade there has been a significant increase in interest, research, management and investment. Industries based on Atlantic salmon, penaeid prawns, barramundi, tuna, freshwater crayfish, freshwater fish, eels, microalgae and other species have developed. In 1997/98, approximately 27,000 tonnes were produced for a total value of \$491 million.

Culture techniques for most species have been predominantly or partly developed overseas. While Australia's production and overall value has increased significantly, many enterprises have struggled or failed due to a range of reasons including; a lack of technology, poor selection of species and sites, poor understanding of aquatic husbandry, water quality and diseases, a lack of research and extension, a lack of quality control and marketing and financial difficulties resulting from the high establishment and operational costs characteristic of new industries. Some developments have foundered because of the negative perception that either the community or government agencies have had of aquaculture. World Aquaculture'99 offered the opportunity to address many of these issues and to attract investment to NSW.

## **Objective**

To provide financial support for the organisation of the World Aquaculture Society Conference, Tradeshow and Seafood Expo, Sydney 1999.

## **Methods**

### **ORGANISATION**

As this event focused world attention on the Australian aquaculture industry and provided a valuable forum to raise the profile of aquaculture in Australia, it was imperative to develop a national perspective.

A National Organising Committee was established to oversee the evolution of the conference, tradeshow and seafood expo. Members on the committee included representatives from interested State and Federal fisheries agencies, aquaculture research and development agencies, and national aquaculture industry associations as well as peak commercial fishing groups.

The Committee was linked to the World Aquaculture Society through a Steering Committee and the Society's Director of Conferences. As part of the overall organisational structure of the event, a local Professional Conference Organiser was appointed to organise the major tasks that were required prior to, during and after the event. Given the experience in organising the Second World Fisheries Conference, it was found crucial to involve the Professional Conference Organiser in the early planning stages. To this end, tenders were called for and interviews held for the position prior to the first meeting of the National Organising Committee, on 1 November 1996. Late in 1998, NSW Fisheries also appointed a full-time Executive Officer to assist with organisation of World Aquaculture'99.

The link between the of Director of Conferences, NSW Fisheries and the Professional Conference Organiser was clearly defined in a Memorandum of Understanding between NSW Fisheries and the World Aquaculture Society.

In order to organise the program side of the conference a Program Committee was established with joint Australian/World Aquaculture Society chairs. NSW Fisheries also offered administrative support for the duration of the planning and implementation period.

A National Communication Network comprising State government representatives, FRDC, CSIRO, Australian Aquaculture Forum, NIWA (New Zealand), Sydney Fish Market, the Professional Conference Organiser and the South East Asian Chapter of the World Aquaculture Society was established to implement the World Aquaculture'99 media strategy.

The Sydney Fish Market undertook to coordinate the seafood expo, "Aquafood'99. The Sydney Fish Market also ran an extensive media campaign to promote Aquafood'99 and raise awareness of the value of farmed seafood.

## FACILITIES

The conference and tradeshow were hosted at the Sydney Convention and Exhibition Centre, Darling Harbour. It is a world-class facility designed to have the flexibility to host and cater for a range of meetings, conferences and tradeshows. The main auditorium has tiered seating for 3,500 and can be divided for smaller groups. There are 14 meeting rooms that accommodate 20-600 people each and board room, secretariat and speaker preparation areas. The banquet hall hosts 1,600 for formal dinners and 2,500 for cocktails. Many rooms have panoramic Harbour and city views. Exhibition Hall 5 offered 5,000m<sup>2</sup> of trade exhibition space, media room and a lounge area used for meetings.

The seafood expo was hosted on the grounds of the Sydney Fish Market, Pyrmont. Stalls were located on the auction floor and on the loading dock of the Market. A large marquee was established in the car park for the Sydney Rock Oyster Opening Championships and for the live entertainment.

## Results/Discussion

### A) ATTENDANCE

**Table 1. World Aquaculture'99 Conference and Tradeshow Registrations**

|                         |           |              |
|-------------------------|-----------|--------------|
| REGISTRATIONS           | Full      | 1891         |
|                         | Student   | 311          |
|                         | Press     | 22           |
|                         | Tuesday   | 74           |
|                         | Wednesday | 97           |
|                         | Thursday  | 106          |
|                         | Friday    | 48           |
|                         |           |              |
| TRADE PASSES            | Full      | 15           |
|                         | Tuesday   | 118          |
|                         | Wednesday | 233          |
|                         | Thursday  | 214          |
|                         |           |              |
| <b>TOTAL ATTENDANCE</b> |           | <b>3,129</b> |

International registrations accounted for 40% of the delegates (Appendix 3, Delegate List). The registered delegates represented 71 countries (Appendix 4, Delegates Country of Origin).

Day passes proved an important initiative in attracting registrations as many farmers were not able to spare 5 days from their businesses and attended the event for specific sessions. The large number of visitors drawn to the trade show on Wednesday, Thursday reflected the successful media coverage at the start of the conference.

VIP's attending the event included local and international politicians, including the Canadian Secretary of State, representatives of the Food and Agriculture organisation of the United Nations and Directors of a number of fisheries agencies from Asia. (Appendix 5, VIP list).

### B) CONFERENCE PROGRAM

The effort put in by all members of the Program Committee, chaired in Australia by Dr Rick Fletcher, ensured that the program ran very smoothly. With up to 13 concurrent sessions and 656 speakers it was important to minimise overlap in content amongst sessions. Furthermore, the strict adherence to the program schedule by the moderators and the efficient work by the usher/technicians allowed participants to move easily amongst sessions.



The sessions were all well attended, even up to the last afternoon, highlighting the quality and relevance of the talks that were presented. This reflects the hard work that had been put in by the section coordinators and session chairs in developing each session around a theme rather than merely organising submitted talks. The Program Chairman's report (Appendix 6a), and a list of Program Sections (Appendix 6b), are attached.

**Table 2. Breakdown of Talks Presented at World Aquaculture'99**

| SECTION                 | TALKS |
|-------------------------|-------|
| Crustaceans             | 101   |
| Freshwater Finfish      | 59    |
| Global Issues           | 140   |
| Marine Finfish          | 70    |
| Mollusc                 | 73    |
| Industry Sustainability | 101   |
| Nutrition               | 112   |

### **C) POSTERS**

A prominent display stand exhibited the scientific posters in the trade hall. 254 were originally confirmed and approximately 205 were presented (Appendix 7, Poster Presentations).

### **D) WORKSHOPS**

Interactive sessions conducted in Sydney pre and post World Aquaculture'99 took advantage of the presence of international experts. They included:

*Mollusc Diseases Workshop:* Coordinated by NSW Fisheries, 16 government and industry representatives attended.

*Applied Aquaculture Epidemiology Course:* Coordinated by NSW Fisheries in association with the Canadian Aquaculture Institute, 56 delegates from commonwealth agencies, the hatchery sector and educational facilities attended.

*Domestication Workshop:* Coordinated by the World Aquaculture Society and FAO, 17 people attended.

*Marketing Seminar, Sydney Fish Market:* Coordinated by Nick Ruello, 120 toured the Sydney Fish Market, 70 attended the workshop session and 50 final seminar session.

*Bankers and Investors Forum:* Coordinated by NSW Fisheries, NSW State and Regional Development, Agribusiness Association of Australia and the Canadian Aquaculture Institute, over 50 people from the banking sector attended.

*Shellfish Quality Assurance Workshop:* Coordinated by NSW Fisheries, NSW SQAP, ASQAAC and NSW Health, 124 people registered for the workshop. The workshop was well attended by industry, aquaculture support service representatives and academics. The workshop benefited from the presence of international experts and the proceedings will be published.

*Quality and Safety Workshop:* Coordinated by the Australian Aquaculture Forum, over 100 people from industry and government sectors attended this series of interactive sessions. This session was noted of the high standard of presentations.

*Environmental Movement Debate:* This was a well attended session with some excellent presentations and very lively discussion from both sides in the debate. Two opposing groups even talked for the first time outside of a courtroom during the session. The final analysis was the duty of government to set out clear legislation and policy in aquaculture management, particularly in our region, and the need for involving the community in the consultation process for aquaculture developments.

### **E) INDUSTRY INVOLVEMENT**

Throughout the evolution of the program there was an emphasis on ensuring that the conference and tradeshow would be suitable for industry and attract a large number of industry participants.

It was noticeable that the section coordinators, in developing the conference program, included many industry speakers to ensure that there was an appropriate industry/government mix. In order to highlight this fact, the conference handbook had easy to read colour coded sections describing industry applicable session, topic streams and species sessions.

The Australian Aquaculture Forum (Jayne Gallagher), was given the responsibility of coordinating a number of sessions and was assisted by Liz Evans of the Australian Prawn Farmers' Association. The sessions included: Aquaculture: A Commercial Reality; Monitoring for the Future; Aquaculture Codes of Practice; Quality and Safety Workshop; Aquaculture Extension and Market Opportunities conducted at the Sydney Fish Market.

Industry involvement also covered cash sponsorship of the conference, contra-sponsorship of the program (eg sponsoring selected speakers or in-kind contributions) and sponsorship of farmed seafood at the Presidents Reception and Aquafood'99.

Conference organisers worked closely with industry to attract appropriate representatives from service organisations, for example packaging and transport sectors, to the tradeshow.

**Table 3. Industry Contra-Sponsorship To The Program**

| INDUSTRY SPONSOR                     | STATUS   |
|--------------------------------------|----------|
| Australian Aquaculture Forum         | Platinum |
| Hesy/Australian Cultured Eels        | Platinum |
| SeaQual                              | Platinum |
| Inve                                 | Platinum |
| Australian Prawn Farmers Association | Silver   |
| Environment Australia                | Silver   |
| Primo Aquaculture                    | Bronze   |
| Uncle Ben's                          | Bronze   |

**Table 4. Industry Contribution To The Presidents Reception**

| PRODUCT REQUIRED    | SUPPLIER  | QUANTITY  |
|---------------------|---|---|
| Oysters             | Oyster Farmers' Association of NSW Ltd                                      | 400 dozen shucked in half shell Sydney rock oysters |
|                     | OYSA Ltd  | 100 dozen Pacific oyster unopened                   |
| Smoked Salmon       | Tasmanian Salmonid Growers Association                                      | 20kg Fillet   |
| Fresh salmon        | Tasmanian Salmonid Growers Association                                      | 20kg Fillet   |
| Sea Trout           | Tasmanian Salmonid Growers Association                                      | 20kg Fillet   |
| Farmed Tiger Prawns | Gold Coast Marine Aquaculture Pty Ltd<br>Tru Blu Pty Ltd<br>Seafarm Pty Ltd | 120kg cooked<br>120kg chilled<br>120kg farmed       |
| Barramundi          | Aust. Barramundi Farmers Assoc.   | 40kg  |
| Bluelip Mussels     | Eden Shellfish  | 180kg whole   |

**F) TRADESHOW**

Of the 212 trade booths at the exhibition, 60% were Australian companies. There was tremendous variety in the companies represented including those companies which produce seafood and those that provide the industry with farming equipment, feeds and related goods and services. All states were represented by their relevant Fisheries' agency. The failure of a small number of companies in April 1999 to commit to the tradeshow led to a slight shortfall in the total booths taken (Appendix 8, List of Trade Exhibitors).

There was a strong indication that our technology was competitive on a world scale. Post-exhibition reports verify that some businesses received enough orders to fulfil production goals for years to come.

**G) MEETINGS HELD DURING WORLD AQUACULTURE'99**

WA'99 provided a forum for discussion during the week of the conference. They include the following meetings:

*Saturday 24 April 1999*

Mollusc Diseases Workshop

*Sunday 25 April 1999*

Applied Aquaculture Epidemiology Course

WAS Board Meeting

*Monday 26 April 1999*

Applied Aquaculture Epidemiology Course  
Australian Freshwater Crayfish Research Group  
Australian TAFE Aquaculture Training  
WAS Board Meeting  
VIP reception

*Tuesday 27 April 1999*

Standing Committee for Fisheries and Aquaculture  
Australia Prawn Farmers Association  
Biosecurity Meeting  
Artemia Meeting  
"Aquaculture" Journal Meeting  
NSW Fisheries Reception  
Victorian Fisheries Reception

*Wednesday 28 April 1999*

Standing Committee for Fisheries and Aquaculture  
Aqua 2000 Steering Committee  
Global Aquaculture Alliance  
Australian Aquaculture Forum Meeting

*Thursday 29 April 1999*

EIDN Meeting  
Australian New Zealand Eel Reference Group Meeting

*Friday 30 April 1999*

Ministerial Council  
Cargill Inc. Meeting  
3rd World Fisheries Congress Planning meeting  
Bankers Workshop

*Saturday 1 May 1999*

CRC for Aquaculture Meeting  
Shellfish Quality Assurance Meeting  
WAS Board Meeting

The conference provided the following areas during the conference at no charge to groups:

- \* Northern Lounge
- \* Auditorium Room 1
- \* Mezzanine Lounge in Trade Hall 5 (this area in particular, was handled as a casual area for meetings)

#### **H) SOCIAL PROGRAM**

The social program was a feature of the week long event and delegates partook enthusiastically.

**Table 5. Attendance Figures at World Aquaculture'99 Social Events**

| <b>EVENT</b>         | <b>DELEGATES</b> |
|----------------------|------------------|
| Welcome Reception    | 2,297            |
| Presidents Reception | 2,328            |
| Tuesday Happy Hour   | 2100             |
| Wednesday Happy Hour | 2209             |

Delegates were treated to a variety of entertainment from an Aboriginal dance troupe, an evening cruise on the high seas all culminating in the President Reception at the Sydney Town Hall. A Students Reception was also hosted on the Tuesday night.

### **I) MEDIA**

The media were enthusiastic participants of World Aquaculture'99 and their attention went beyond the planned media briefings with keynote speakers. Mainstream and trade media coverage of the event was extensive and positive. Details were broadcast nationally through TV; all major newspapers listed aquaculture stories with regional newspapers showing a healthy interest, particularly with the opportunity for jobs and a focus on regional aquaculture developments. Up to a dozen radio interviews were aired, some nationally, and on Saturday 1<sup>st</sup> May, "Earth Watch" an environmental program, hosted a positive 30 minute segment on sustainable aquaculture. Mario Pedini FAO, Patrick Sorgeloos WAS and Peter Shelley AAF, as well as a number of international experts, gave their time freely to the media coordinated with great effect by the World Aquaculture'99 media officer Leanne Wilson. FRDC, CSIRO and CRC for Aquaculture also used the media facilities to great effect. Extensive radio time was given to the conference and seafood expo by radio station 2KY in Sydney in the months leading up to and during the event with numerous interviews on their "Hi-Tide" program. ABC radio's Tony Delroy conducted a 30 minute interview with a prominent food critic on the value of farmed seafood and promoted the event over 30 minutes on Monday 26 April 1999. The World Aquaculture Society's press release post-conference, is attached (Appendix 9a).

The Aquafood'99 media coverage was calculated at \$520,000 by the Sydney Fishmarket (Appendix 10a, Aquafood'99 Report).

#### *Media strategy*

The National Communication Network provided a mechanism to implement the Media Strategy, and to disperse information relevant to the success of the conference. Representatives assisted to develop: key messages; a precis of each States aquaculture potential; industry contacts for relevant industries; and lists contentious issues that may have an adverse impact in the media if not responded to correctly. International spokespeople were coordinated through the Conference Chairman, Michael New.

Contentious issues were updated in the weeks proceeding the conference. In order to review the concerns of domestic and international environment movement groups, relevant websites were searched for any potential protest information or for any aspects about Australian or international aquaculture that may have had an adverse media reaction. Conference organisers worked closely with local authorities to

prepare for any disruptions that may have impacted the running of a successful conference, tradeshow and seafood expo.

A proactive and professional approach to the media was integral to the success of the conference's coverage. This included: forming an accurate and relevant working media list (Appendix 9b, Media List); offering free media passes to the conference well before the event, holding a media briefing session with keynote speakers and authoritative industry spokespeople; making available useful media kits; ensuring quick availability of experts and spokespeople to journalists; and working closely with conference organisers to run an open and accessible media centre during the conference with one contact point for journalists available by mobile phone at all hours. Media clippings and interview transcripts are attached (Appendix 9c, World Aquaculture'99 Media Coverage).

## **J) TOURS**

The tourist and technical tours that were organised throughout Australia and to New Zealand were not well subscribed. Due to a shortage of bookings only the North and South Queensland Technical tours were finally offered. Also a tourist tour to Uluru. The failure to attract subscription to the tours was put down to the high costs associated with travel in Australia. A considerable number of delegates arranged private tours on the invitation of Australian government and industry groups.

## **K) AQUAFOOD '99**

Aquafood'99, held in conjunction with the World Aquaculture event was a festival celebration of Australia's aquaculture food. This was an opportunity to showcase the contribution made by the fish farming community towards total Australian fisheries production. Aquaculturists from around Australia promoted their products, with displays and taste tests of everything from salmonid species, to barramundi, silver perch, yabbies, redclaw, farmed prawns, 3 species of oysters and mussels.

The marketing and media branches of the Sydney Fish Market coordinated stall holders, provided facilities for live fish displays and for taste testing (barbeques), held cooking classes, organised entertainment (buskers, live bands, face painting and the Sydney Rock Oyster Opening Championships), and orchestrated considerable media attention in the lead-up and during the event. During World Aquaculture'99, the Sydney Fish Market was also available for market tours, cooking classes (partners program) and hosted a breakfast for the industry organised Marketing Workshop.

The collection of Aquafood'99 media clippings (Appendix 10b, Aquafood'99 Media Coverage), and the Aquafood'99 event brochure (Appendix 10c), are attached for information.

## **L) RELEVANT ORGANISATIONAL FEATURES**

### **(L1) National Organising Committee Meetings Held**

1 November 1996

17 February 1997

9 April 1997

28 July 1997

13 November 1997  
7 May 1998  
19 November 1998

**(L2) Program Committee Meetings Held**

February 1997 at WA'97  
8 May 1997  
9 September 1997  
February at WA'98  
8 April 1998  
11&12 June 1998  
28 October 1998  
17 November 1998 Fifth Asian Fisheries Forum

**(L3) Promoting World Aquaculture'99**

The Australian organisers used the following mechanisms to promote WA'99:  
Promotions at WA'97, WA'98;  
Promotional material (slide/text) prepared for the plenary session, WAS Brazil 1998;  
Promotions at the International Seafood Fair Geelong 1998;  
Promotions at the 5<sup>th</sup> Asian Fisheries Forum Chiaing Mai, Thailand 1998;  
Promotional material (poster/text) for WAS Tampa, Florida 1999;  
Monthly updates from September 1998 to the National Organising Committee, Program Committee, National Communication Network, including the S.E.Asian Chapter of WAS, industry associations, FRDC and CSIRO;  
State Fisheries newsletters and magazines;  
Advertisements and articles in key industry magazines; Austasia Aquaculture, Australian Seafood, NZ Seafood, the Land newspaper;  
Letters requesting support to Australian and NZ Ministers;  
Letters encouraging participation to Fisheries Directors in Australian and NZ;  
Letters encouraging participation to NZ industry representatives;  
Invitation letter and free pass for environment session to 7 key Australian and international conservation groups;  
Letters encouraging student participation to Australian universities x 2;  
Letter of invitation to media representatives;  
Distribution of World Aquaculture'99 media kits;  
Establishing an interactive website with hotlinks to relevant agencies/industries and an associated activities page to support local industries (Appendix 11, Website); and  
Linking in with the Sydney Fish Market to double-dip promotional opportunities.

**(L4) NSW Fisheries Staff Involvement During World Aquaculture'99 Week**

NSW Fisheries provided a number of staff to assist with the organisation of WA'99:  
Satchel stuffing 16 x 1 days, 6 x 1 day  
Envelope stuffing 4 x 1 day  
Information Booth 1 x 5 days  
Ushers/Runners 6 x 5 day  
Doors/Slide Management 12 x 4 days  
Media 2 x 5 days  
Aquafood'99 10 x 2 days

## **Benefits**

### THE APPROPRIATENESS OF THE CONGRESS THEME AND PROGRAM

In the last ten years, Australia has witnessed the rapid growth of its aquaculture industry. Focusing world attention on Australia has assisted the process of maturing the country's aquaculture status. Australia has only recently moved past the stage of "speculator investor" that has brought many problems to the emerging aquaculture industry. The World Aquaculture Society Conference has given Australia the much needed impetus to show sectors of the Australian community (researchers, managers, government agencies, the wild harvest sector and environment groups), the importance of aquaculture, how it has benefited others around the world and how essential it will be for production of edible fish in the future as wild fish harvests plateau and demand continues to increase. The fishing industry as a whole benefited from the event (tradeshow, post harvest/quality assurance/marketing sessions and from the global assessment of the value of stock enhancement).

The Australian aquaculture industry has benefited from the transfer of technology from outside Australia. Delegates experienced the quality of overseas research, extension and management. The most up-to-date information was available on species, culture techniques, diseases, nutrition and feeding, water quality and general husbandry. It has provided the basis for forging closer links with the rest of the world and in particular South East Asia. The Canadian Aquaculture Institute assisted with an Applied Epidemiology two day workshop and also provided an international perspective to the Bankers Investors Forum. The event also attracted the Hon Gilbert Normand, Secretary of State (Agriculture, and Agri-Food, Fisheries and Oceans Canada), who headed a delegation of Canadian Ministers and advisers. This has led to a number of future initiatives to be implemented between Canada and Australia.

By showcasing Australian technology and quality seafood products to the rest of the world, the tradeshow and seafood expo directly benefited the fisheries industry of Australia. The profile of Australian aquaculture products was raised through Aquafood'99.

Increased awareness of our scientific and technological expertise and educational facilities, will provide opportunities for expansion into other countries with potential education of overseas students at Australian universities and colleges.

### GENERATION OF SCIENTIFIC INTERACTION

For the first time, Australian aquaculture was subjected to international focus. This was a tremendous opportunity to draw directly on the expertise and knowledge of overseas experts and to learn from the success and failures in other countries. This event provided a forum for discussion and debate, focusing on achieving a balance between industry development and environmental protection. The presence of international experts allowed for considered debate with environmental groups.

### CONTINUING BENEFITS

In addition to a transfer of information and networking of industry, Australia will directly benefit from the potential for foreign investment in establishing farms in Australia or taking advantage of local technology.



It has been estimated that the event generated some \$20 million for the economy of Sydney. The flow on benefits for other states are also considerable with pre and post symposia and field-days, attracting delegates to species specific meetings.

The involvement of the Sydney Fish Market in the Seafood Expo assisted to boost international attention to Australian seafood products and forge closer links between the aquaculture and wild harvest marketing sectors.

A breakdown of the relative benefit to Australia industry sectors would be difficult to proportion and the following is an estimate of the potential beneficiaries.

| The event has ultimately benefited all aspects of the Australian Fishing Industry (research, management, administrators, post-harvest industries and participants). It will also have international benefits to participating countries. It is thus difficult to apportion percentages to the beneficiaries. |            |  |            |
|--|------------|--|------------|
| State *  | %          | Fisheries/Other beneficiaries **   | %          |
| NSW  | 12.5       | Commercial fisheries and industries<br>Recreational fisheries and industries<br>Marketeers<br>Processors<br>Aquaculturists<br>Researchers<br>Managers<br>Administrators<br>(agency and industry) |            |
| Qld  | 12.5       |  |            |
| Vic  | 12.5       |  |            |
| Tas  | 12.5       |  |            |
| SA   | 12.5       |  |            |
| WA   | 12.5       |  |            |
| NT   | 12.5       |  |            |
| Commonwealth   | 12.5       |  |            |
| <b>TOTAL</b>   | <b>100</b> |  | <b>100</b> |
| * Some States and the Commonwealth have more valuable fisheries resources, others a greater population base, all participate in research and management and thus common benefits are assumed.  |            |  |            |
| ** It is not appropriate to assign a percentage benefit across these groups. All will benefit.   |            |  |            |

## Further Developments

### EXTENSION OF RESULTS

The transfer of information to those unable to attend the event will be accommodated by the publication of conference Abstracts. A special abridged report will also be generated and distributed most likely through the national aquaculture magazine, "Austasia Aquaculture" and major commercial industry publications. Information will also be transferred via state aquaculture newsletters and by the pre and post conference activities.

There are a number of the program handbooks still available free of charge from NSW Fisheries and the conference abstracts are being reprinted and may be sourced from

the Event Mangers, OzAccom. Copies of promotional brochures, handbooks and the World Aquaculture'99 Abstracts are attached (Appendix 12, World Aquaculture'99 Promotional Material).

## **Conclusion**

The most significant factor contributing to the success of World Aquaculture'99 was the financial and in-kind sponsorship of State and Federal government agencies. Without such a commitment, it is unlikely that budgetary requirements, nor the man-hours required to prepare for the event, particularly for members of the Program Committee and session chairs, would have been met. The governments commitment to this project reflected that "the time was ripe" to promote aquaculture as an emerging agribusiness with much promise, and to promote the Australian aquaculture industry as force in it's own right to the rest of the world.

The second most important factor to assist the event was the constitution of the project teams. Dedicated individuals from government and from industry sectors across Australia worked beyond normal expectations to ensure that World Aquaculture'99 was a success. Members of the Steering, National Organising and Program Committees provided an essential service to the Professional Conference Manager, Rochelle Manderson, to assist her develop a workable event format.

The week long event was a huge success because it was suited to all sectors of the seafood industry, those wishing to enter the aquaculture industry (investors, suppliers, students), partners of delegates and those whose only goal was to network with industry associates at the social functions. The diverse nature of the event was testament to the: efforts of the Program Committee offering a diverse series of talks and workshops; utilisation of the framework of previous World Aquaculture Society events; experience of the Professional Conference Organiser; and most importantly the contribution from the Australian aquaculture industry.

World Aquaculture'99 could easily have turned out to be a meeting biased by government representatives with a program dedicated to pure science. A conscious decision was made to make the event as attractive to industry as possible from the outset. The Australian Aquaculture Forum were given the responsibility of developing sections of the program and industry representatives helped identify and develop sessions within section streams. They also assisted to develop the colour-coded program that made it so easy for delegates to identify appropriate sessions. In some sections there were more industry speakers than government speakers. Industry representatives assisted to secure tradebooths to broaden the industry sectors on display. Industry sponsored the event financially as well as with in-kind contributions and with farmed product at the Presidents Reception and at Aquafood'99. The presence of so many industry delegates showed clearly that the measures listed above were successful and that their involvement was essential in the planning stages.

Promoting the event, particularly in the months of January/February 1999 prior to the early-bird registration cutoff, also contributed to the success of World

Aquaculture'99. The World Aquaculture Society undertook to promote the event internationally and were successful at a number of conferences leading up to World Aquaculture'99. Locally, monthly updates to organising committees and industry associations, magazine and newsletter articles and promotions at industry meetings proved important communication tools. It was found that repetitive promotions were essential in attracting delegates. The promotion in Thailand in November 1998 was very successful in attracting delegates from Asia. The delay in liaising closely with the New Zealand industry may be reflected in their low attendance (53).

The proactive actions taken to prepare for, and then attract the media to World Aquaculture'99 paid off handsomely with enthusiastic reports about the conference and the potential for aquaculture in Australia. The media strategy laid a framework for this success and despite losing the two media officers that were involved in implementing the plan, the end result was better than could be expected. The efforts to prepare for contentious issues and environment movement protests was essential despite there being no incidents to report.

The World Aquaculture'99 website proved an invaluable tool in addressing inquiries about the conference and is considered essential hardware for any future event. The interactive website with on-line registration probably saved the cost of employing one full staff member to answer inquiries in the 12 months leading up to World Aquaculture'99.

The trade exhibition was successful in showcasing the most up-to-date aquaculture technology and related services available with 85 international booths. A slight shortfall in booth numbers showed that 3 months prior to the event, confirmed bookings are essential as a number of local and international exhibitors retracted bookings very close to the event.

The value of utilising uniformed NSW Fisheries staff to assist with day to day operations was confirmed from a number of positive responses to their presence and professional assistance.

Providing a diverse range of social activities and venues added to the unique sense of Australian hospitality, and this allowed for considerable networking during the week.

The professional capacity of the Sydney Fish Market ensured that Aquafood'99 was an outstanding success and an estimated media coverage of \$0.5 million dollars, ensured that message about farmed seafood went out to consumers.

The Australian aquaculture industry was more than satisfied with the government's commitment to promoting aquaculture in its many facets during the very successful implementation of World Aquaculture'99. It has also sparked the interest of industry who have now expressed the desire to hold an annual national aquaculture conference, tradeshow and seafood expo.

## References

> Reply-to: "Patrick Sorgeloos" <Patrick.Sorgeloos@rug.ac.be>  
> From: "Patrick Sorgeloos" <Patrick.Sorgeloos@rug.ac.be>  
> To: "John Glaister c/o Ian Lyall" <lyalli@fisheries.nsw.gov.au>  
> Subject: world fisheries conference in Beijing  
> Date: Tue, 4 May 1999 14:35:43 +0200

> Dear John,  
> I hope you have recovered a bit from the hectic WAS conference week.  
> Let me congratulate you once more for the fantastic organisation: you have  
> made this the most memorable annual meeting of the World Aquaculture  
> Society! Many thanks and I hope we will be able to maintain good contacts  
> with you and NSW Fisheries!

.....  
> All the best and kind regards,

>  
> Patrick Sorgeloos

>  
\*\*\*\*\*

> Prof. Dr. Patrick Sorgeloos  
> Laboratory of Aquaculture & Artemia Reference Center, University of Ghent  
> Rozier 44, B-9000 Gent, Belgium  
> tel +32-9-2643754; fax +32-9-2644193 (or +32-55-302871)  
> e-mail (internet) patrick.sorgeloos@rug.ac.be  
> www homepage: <http://www.rug.ac.be/aquaculture>

>  
\*\*\*\*\*

>> Date: Wed, 26 May 1999 02:13:16 -0400  
> From: Michael\_New <Michael\_New@compuserve.com>  
> Subject: World Aquaculture '99  
> To: "Dr. Craig Browdy" <browdycl@musc.edu>,  
> "Dr. LeRoy Creswell" <creswell@hboi.edu>,  
> "Dr. Rick Fletcher" <fletcher@fisheries.nsw.gov.au>,  
> "Dr. John Glaister" <blackl@fisheries.nsw.gov.au>,  
> Ian Lyall <lyalli@fisheries.nsw.gov.au>,  
> "Dr. Peter Rothlisberg" <peter.rothlisberg@marine.csiro.au>,  
> John Cooksey <worldaqua@aol.com>,  
> "Dr. Patrick Sorgeloos" <Patrick.Sorgeloos@rug.ac.be>

> 26 May 1999

>  
> Message for John Glaister and the members of the WA '99 SC  
> cc: Dr. Patrick Sorgeloos; John Cooksey; Ian Lyall

>  
> Dear John,  
> At last I am back, after a great holiday in Australia and Thailand  
> following our meeting in Sydney. Now back to work.....

>

- > I said many "thank you's" verbally while I was in Sydney. I meant them all
- > very sincerely and I also wanted to record some thanks on "paper" (e-mail)
- > as well.
- >
- > It was an outstanding meeting for WAS, John and I hope that it was for NSW
- > Fisheries and Australian aquaculture expansion in general. The members of
- > the SC, the NOC under your dynamic leadership, and the PC lead by Rick and
- > Craig deserve all the credit for the success of this meeting. I count
- > myself very lucky to have been the chairman of such a great team and I only
- > hope we can repeat your success next year in Nice at AQUA 2000 (we hope to
- > see you all there !!).
- >
- > I thank you most sincerely, John for all your hard work in masterminding
- > local arrangements and getting so much support from governmental and
- > industry sources.
- >
- > I would be grateful if you would copy this message to all the members of
- > the NOC and the PC, so that they know how pleased I was with the meeting
- > and to thank them for all their hard and voluntary work.
- >
- > With kindest regards and many thanks,
- >
- > Michael New
- >

## **APPENDIX 1**

### **Intellectual Property**

The Fisheries Research and Development Corporations proportion of ownership of the project intellectual property, based on Part C of the application or unless otherwise justified, will be 36.84%. Information will be public property and published in abstracts and proceedings.

## **APPENDIX 2**

### **Staff**

### **Committee Members**

#### **Steering Committee**

##### **Chair:**

Mr Michael New, President World Aquaculture Society

##### **Committee members:**

Dr John Glaister, NSW Fisheries

Dr Craig Browdy, South Carolina Department of Natural Resource

Dr LeRoy Creswell, Harbour Branch Oceanographic Institute

Dr Rick Fletcher, NSW Fisheries

Dr Peter Rothlisberg, CSIRO

#### **National Organising Committee**

##### **Chair:**

Dr John Glaister, NSW Fisheries

##### **Committee members:**

Mr Jim Baker, Aquaculture CRC Limited

Ms Heather Brayford, Fisheries Department of Western Australia

Ms Margaret Brett, Department of Primary Industry and Fisheries, Tasmania

Mr John Cooksey, World Aquaculture Society

Mr Graham Crouch, Sydney Fish Market

Ms Liz Evans, Primo Aquaculture

Dr Rick Fletcher, NSW Fisheries

Mr Jim Gillespie, Queensland Department of Primary Industries

Mr Geoff Gooley, Marine & Freshwater Resources Institute

Dr Robert Hickman, NIWA Aquaculture Research Centre, New Zealand

Dr Patrick Hone, Fisheries Research & Development Corporation

Mr Glenn Hurry, Department of Agriculture Fisheries and Forestry

Mr Ian Lyall, NSW Fisheries

Ms Rochelle Manderson, Professional Conference Organiser

Mr Bill Nagle, Australian Seafood Industry Council

Mr Damian Ogburn, NSW Fisheries

Mr John Roach, Master Fish Merchants Association

Dr Peter Rothlisberg, CSIRO

Mr Glenn Schipp, Department of Primary Industries and Fisheries, Northern Territory

Mr Carl Young, Primary Industries South Australia

#### **Program Committee**

##### **Joint Chairs:**

Dr Craig Browdy, South Carolina Department of Natural Resource

Dr Rick Fletcher, NSW Fisheries

##### **Committee members:**

Dr Geoff Allan, NSW Fisheries

Mr Chris Barlow, Queensland Department of Primary Industries

Ms Heather Brayford, Fisheries Department of Western Australia

Mr Steven Clarke, South Australian Research and Development Institute  
Ms Liz Evans, Primo Aquaculture  
Dr Stewart Fielder, NSW Fisheries  
Ms Jayne Gallagher, Australian Aquaculture Forum  
Dr Mike Heasman, NSW Fisheries  
Dr Patrick Hone, Fisheries Research & Development Corporation  
Mr Glenn Hurry, Department of Agriculture Fisheries and Forestry  
Ms Rochelle Manderson, Professional Conference Organiser  
Dr Peter Montague, Aquaculture CRC Limited  
Mr Damian Ogburn, NSW Fisheries  
Dr Peter Rothlisberg, CSIRO  
Dr Mike Rimmer, Queensland Department of Primary Industries  
Dr Stuart Rowland, NSW Fisheries  
Mr Glenn Schipp, Department of Primary Industries and Fisheries, Northern Territory  
Mr Bill Suters, Suters Enterprises

**National Communication Network**

Ms Heather Brayford, Fisheries WA  
Ms Margaret Brett, DPI Water and Environment, Tasmania  
Mr Anthony Forster, Victorian Fisheries  
Ms Jayne Gallagher, AAF, ASIC  
Mr Jim Gillespie, QDPI  
Dr Bob Hickman, NIWA, NZ  
Mr Stan Jarzynski, DAFF  
Ms Katherine Johnstone, CSIRO  
Dr Kwei Lin, S.E.Asian Chapter of WAS  
Mr Ian Lyall, NSW Fisheries  
Ms Rochelle Manderson, Professional Conference Organiser  
Ms Nicola McConnell, SFM  
Mr Don Michel, CSIRO  
Ms Kylie Paulsen, FRDC  
Mr Damian Ogburn, NSW Fisheries  
Mr Glenn Schipp, NT DPIF  
Mr Jeff Todd, PIRSA  
Ms Leanne Wilson NSW Fisheries

**APPENDIX 3**  
**Delegate List**



## APPENDIX 4

### Delegates Country of Origin

| Number | Country                           | Number      | Country              |
|--------|-----------------------------------|-------------|----------------------|
| 1543   | Australia                         | 1           | Marshall Islands     |
| 1      | Bangladesh                        | 1           | Mauritius            |
| 7      | Belgium                           | 49          | Mexico               |
| 6      | Brazil                            | 1           | Mozambique           |
| 1      | British Virgin Islands            | 1           | Namibia              |
| 35     | Canada                            | 2           | Nepal                |
| 5      | Chile                             | 9           | Netherlands          |
| 27     | China                             | 3           | New Caledonia        |
| 20     | Colombia                          | 53          | New Zealand          |
| 3      | Croatia                           | 1           | Nigeria              |
| 6      | Denmark                           | 39          | Norway               |
| 22     | Ecuador                           | 1           | Pakistan             |
| 2      | Egypt                             | 2           | Papua New Guinea     |
| 4      | Federated States of<br>Micronesia | 3           | Peru                 |
| 4      | Fiji                              | 39          | Philippines          |
| 21     | France                            | 3           | Portugal             |
| 6      | French Polynesia                  | 8           | Russia               |
| 5      | Germany                           | 4           | Saudi Arabia         |
| 4      | Ghana                             | 2           | Scotland             |
| 1      | Guatemala                         | 7           | Singapore            |
| 2      | Holland                           | 6           | Solomon Islands      |
| 2      | Honduras                          | 10          | South Africa         |
| 3      | Hong Kong                         | 3           | Spain                |
| 9      | India                             | 1           | Sri Lanka            |
| 29     | Indonesia                         | 1           | Sweden               |
| 1      | Iran                              | 2           | Switzerland          |
| 7      | Israel                            | 2           | Tahiti               |
| 11     | Italy                             | 35          | Taiwan, ROC          |
| 20     | Japan                             | 42          | Thailand             |
| 19     | Korea                             | 1           | Timor                |
| 4      | Kuwait                            | 2           | United Arab Emirates |
| 4      | Madagascar                        | 28          | United Kingdom       |
| 23     | Malaysia                          | 317         | USA                  |
| 1      | Malta                             | 6           | Venezuela            |
|        |                                   | 5           | Vietnam              |
|        |                                   | 1           | West Indies          |
|        |                                   | <b>2549</b> | <b>70</b>            |
|        |                                   |             |                      |
|        |                                   |             |                      |

## **APPENDIX 5**

### **VIP List**

#### **Australian Politicians**

The Hon Mark Vaile MP, Minister for Agriculture, Fisheries and Forestry (Welcome Reception)

The Hon Edward Obeid MLC, NSW Minister for Fisheries, Minister for Mineral Resources (Opened Plenary Session and Legislation and Policy Session)

The Hon Harry Woods MP, NSW Minister for Regional Development (Opened Investment in Australian Aquaculture Session)

Deputy Premier of Victoria

Numerous State Fisheries Ministers

#### **World Aquaculture Society**

Mr Michel New, WA'99 Conference Chair

Dr Joe Tomasso, World Aquaculture Society President

Mario Pedini, The Food and Agriculture Organisation of the UN (Key Speaker)

Patrick Sorgeloos, University of Ghent, Belgium (Key Speaker, WAS President Elect)

Peter Shelley, Australian Aquaculture Forum (Key Speaker)

#### **Canadian Delegation**

The Honourable Dr Gilbert Normand

Secretary of State (Agriculture and Agri-Food, Fisheries and Oceans) - Canada

High Commissioner Brian Schumacher, Canada

Wayne Robson, Canadian High Commissioner First Secretary, Agriculture Fisheries

Mr Rejean LeFevbre, Member of Champlain - Canada

Mr Peter Mackay, Member of Pictou-Antigonish-Guysborough - Canada

Mr Alan Vitruve, Consul General, Sydney

#### **Key International Speakers**

General Secretary Dr Li Mingqi, China Society of Fisheries

Attorney Romeo B. De Sagun, Chief Legal Officer, Bureau of Fisheries and Aquatic Resource. Philippines

Dr Yugraj Singh Yadava, Fisheries Development Commissioner (India)

Dr Kitjar Jaiyen, Deputy Director General (Thailand)

Dr Purwanto, Head, Division of Environment, Fishery Resource and Protection. Indonesia

## **APPENDIX 6a**

### **Program Chairman's Report**

#### THE PROGRAM COMMITTEE STRUCTURE

To ensure that the program was developed fully and efficiently, a hierarchical structure was used (Fig. 1). The program committee and program chairs supervised the overall development and operation of the program. This committee had representatives from every part of Australia who came from government departments, industry and funding agencies. This group took a leading role in assuring there was strong local participation and a focused industry program. They were also responsible for providing recommendations to the Steering Committee on the main program issues such as:

- Identifying the major conference themes for the presentations (ie sessions),
- Developing the matrix concept for the scheduling of the program.
- Determining the length of time for oral presentations - 20 minutes for standard talks and 40 minutes for keynote talks.
- Suggesting speakers and topics for the plenary session
- Determining the appropriate audio-visual media for presentations
- Allocating funding assistance.

Reporting to the program committee were the section coordinators who were responsible for the 7 major sections (Crustaceans, Molluscs, Freshwater Finfish, Marine Finfish, Industry Development, Global Issues and Nutrition). For each section, there was at least one local coordinator and an international counterpart to ensure that the balance of local and overseas participation was appropriate. Finally, there were the session chairs who were responsible for the development of the sessions within each of the sections (see specific duties below).

Significant effort was made to encourage the development of sessions relevant to growers attending the meeting. This was achieved by including a specific industry based representatives (Industry Sector Organisers, ISOs) to assist session chairs in the development of their sessions. In addition, the industry section itself included sessions on investment, commercial realities, marketing, industry codes of practice, training and business planning, product quality and safety, and post harvest handling which were organised through the Australian Aquaculture Forum.

#### **Section Co-ordinators Duties include:**

1. Recommend session structure including topics and time allocation for each topic (major objective is to facilitate matrix structure by pre-planning lengths of sessions)
2. Liaise with International counterpart and appropriate AAF/Industry representatives.
3. Ensure appropriate interactions between Session Chair and ISO is occurring.
4. Approve keynote speakers
5. Recommend to Program Committee ways of attracting additional funding for individual sessions or entire program

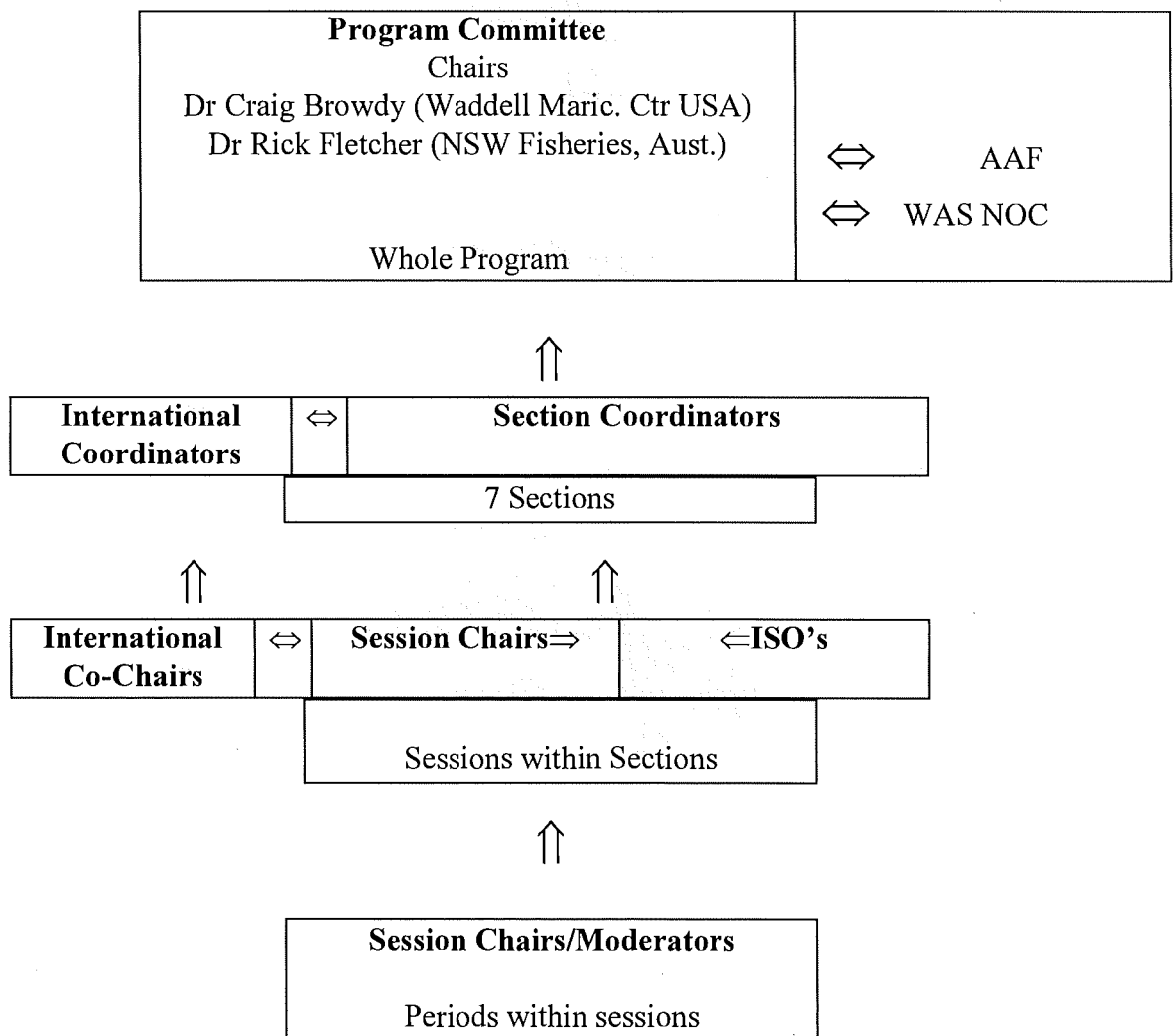
6. Recommend funding requests to Program Committee generated from Session Chairs and ISO's to assist keynote speakers.
7. Supervise and co-ordinate Session Chairs and ISO's.
8. Consider publication options for some sessions.

**Session Chairs/Industry Sector Organisers**

Duties include:

1. Interact with counterpart ISO or Session Chair
2. Interact with International counterpart
3. Identify and suggest keynote speakers/participants
4. Identify potential contributions and encourage submission of papers
5. Identify moderators/time keepers for longer Sessions, where there are more than one period (e.g. between Lunch and afternoon tea) within a session
6. Recommend contributions for either oral or poster presentation
7. Recommend order of presentations within session.

**Fig. 1 FLOW CHART OF REPORTING RELATIONSHIPS FOR PROGRAM ORGANISATION FOR WA '99**



## THE PROGRAM MATRIX

In organising the program, significant efforts were made to minimise redundancy and overlap between related sessions and topics. This was a high priority considering the size of the program, which incorporated up to 13 concurrent sessions over the four days. Utilising a matrix design, the schedule was organised to allow attendees to follow selected taxonomic groups (e.g. shrimp, molluscs, finfish) or selected topics of interest (e.g. health, nutrition) through the meeting. Consequently, sessions covering all aspects of the culture of shrimp, other crustaceans, molluscs, as well as fresh and saltwater finfish ran sequentially. Similarly, sessions on genetics and hatchery, nutrition, health, policy and sustainable production could be followed across taxonomic groups with minimal overlap.

Separate program guides were produced for each of these major themes to facilitate awareness of sessions of potential interest (see attached).

## OPERATION OF THE PROGRAM

Significant efforts were made to ensure that the session chairs and moderators abided by the strict timetable and protocol needed to ensure that the program ran smoothly. A list of instructions (see attached guidelines – appendix 2) were sent to each chair/moderator prior to the event. Furthermore, a meeting was held the night before the beginning of the conference to go through the specific instructions and reinforce the need to keep each speaker to time. As part of this process, clocks were placed on every table where the moderator was to sit which were all synchronised to the one time. The moderators used this clock to start and end each session/talk.

To minimise the number of gaps or “holes” in the program, session chairs were asked to nominate reserve talks that could be used. This involved either asking a number of attendees to bring slides in addition to their posters, or to merely bring along a reserve talk. This was particularly useful where the person was already giving an oral presentation.

In total 34 reserve talks were given during the conference and a further 24 talks were presented by someone other than the author. Such tactics dramatically reduced the amount of the total program time where there were gaps to only 5%.

Finally, the requirement to lodge slides in the speakers testing room the day before a talk greatly assisted in the efficient running of the sessions. This practise meant that session chairs could easily determine which speakers had submitted their slides and check on the status of those who had not. It allowed the orderly replacement of talks with reserves or alternate presenters by having this information directly entered onto the amended program list which was subsequently given to the session chair.

Prior to each session beginning, the slide carousels for the entire session were delivered to each room by the technician/ushers along with an updated list of the speakers, titles and biography details. This minimised the potential loss of slides, or the introduction of the wrong speaker/talk. A listing of the updated program schedule was also placed outside each session room every day to ensure that any changes were highlighted to those interested in attending.

## OUTCOMES

The quality of the program abstracts received, the balance achieved between Australian and overseas contributions and the level of producer versus technical sessions and the level of attendance, even up to the last afternoon highlighted the quality and relevance of the talks. This reflects the hard work that had been put in by the section coordinators and session chairs in developing each session around a theme rather than merely organising submitted talks.

**Table 2. Breakdown of Talks Presented at WA'99**

| SECTION                 | TALKS |
|-------------------------|-------|
| Crustaceans             | 101   |
| Freshwater Finfish      | 59    |
| Global Issues           | 140   |
| Marine Finfish          | 70    |
| Mollusc                 | 73    |
| Industry Sustainability | 101   |
| Nutrition               | 112   |

Appendix 1 - program

|                         | 1                   | 2                                | 3                 | 4  | 5                                     | 6   | 7  | 8  | 9                                      | 10  | 11                   | 12   | 13                          |
|-------------------------|---------------------|----------------------------------|-------------------|--|---------------------------------------|---|--|--|--|---|----------------------|--|-----------------------------|
| <b>Day 1<br/>(27th)</b> |                     |                                  |                   |  |                                       |   |  |  |  |   |                      | Auditorium A<br>2500<br>Plenary<br>Session | Domestic<br>Workshop #<br>1 |
|                         | Shrimp<br>Nutrition | Aquaculture<br>Engineering<br>#1 | Mollusc<br>Health | Socio-<br>Economics &<br>Aquaculture                   | Biofouling                            | Catfish &<br>Other<br>Freshwater<br>Finfish | Marine Finfish<br>Broodstock &<br>Genetics | Coastal<br>Aquaculture<br>Sustainability       | Regional<br>Aquaculture<br>Networks    | Biosecure<br>Systems                        | AQUA 2,000<br>(NICE) | Artemia                                    |                             |
|                         |                     |                                  |                   |  | Stock<br>Enhancement                  |   |  |  | Quarantine<br>Certification<br>& Trade |   |                      |  |                             |
|                         |                     |                                  |                   |  |                                       |   |  |  | Algae                                  | Aquaculture-<br>a<br>Commercial<br>Reality  |                      | Domestic.<br>Workshop<br>#2                |                             |
| <b>Day 2<br/>(28th)</b> | Shrimp Health       | Aquaculture<br>Engineering<br>#2 | Pearls            | Mollusc<br>Hatchery and<br>Production<br>Biotechnology | Commercial<br>Perspective on<br>Feeds | Australian<br>Native<br>Finfish #1          | Marine Finfish<br>Hatchery                 | Coastal<br>Aquaculture<br>Sustainability<br>#2 | Legislation &<br>Policy                | Shrimp<br>Nutrition #2                      | Ornamentals          | Sydney Fish<br>Market<br>6:30-12:30        |                             |
|                         |                     |                                  |                   |  |                                       |   |  | Coastal<br>Aquaculture<br>and Planning         |  | Extension -<br>International<br>Perspective |                      | Market<br>Opportunities                    |                             |
|                         |                     |                                  |                   | Mollusc Quality<br>Assurance                           | Diet<br>Processing<br>and Storage     |   |  | Coastal<br>Aquaculture #3                      | Aquaculture<br>& Food<br>Security      | Monitoring for<br>the Future                |                      |  |                             |

|                     |                                  |                       |                  |  |                      |         |   |                                   |                                 |   |                    |                                 |
|---------------------|----------------------------------|-----------------------|------------------|--|----------------------|---------|---|-----------------------------------|---------------------------------|---|--------------------|---------------------------------|
|                     |                                  |                       |                  |  |                      |         |   | Live Feeds & Particulate Diets    |                                 | Aquaculture Codes of Practice                 |                    |                                 |
| <b>Day 3 (29th)</b> | Shrimp Genetics and Hatchery 1   | Freshwater Crustacean | Abalone          | Molluscs & Environmental Carrying Capacity | Finfish Nutrition #1 | Eels    | Marine Finfish Production and the Environment | Live Feeds & Particulate Diets #2 | Environment Friendly Feeds      | Quality & Safety Workshop                     | Integrated Farming |                                 |
|                     |                                  |                       |                  | Other Freshwater Finfish                   |                      |         |   | Therapeutants in Aquaculture      |                                 |   |                    | NGO and Industry Sustainability |
| <b>Day 4 (30th)</b> | Shrimp Sustainable Production #1 | Lobsters & Crabs      | Mollusc Genetics | Finfish Health                             | Finfish Nutrition #2 | Tilapia | Marine Finfish Production Technology          | Shrimp Genetics & Hatchery #2     | Indigenous & Island Aquaculture | Training & Extension - Australian Perspective |                    |                                 |
|                     |                                  |                       |                  |  |                      |         |   |                                   |                                 |   |                    |                                 |
|                     |                                  |                       |                  |  |                      |         | Grouper                                       | Transgenics                       |                                 |   |                    | Business Planning Workshop      |



|  |  |                                     |                      |  |  |  |  |  |  |  |  |
|--|--|-------------------------------------|----------------------|--|--|--|--|--|--|--|--|
|  |  | Finfish Post<br>Harvest<br>Handling | Mollusc<br>Nutrition |  |  |  |  |  |  |  |  |
|--|--|-------------------------------------|----------------------|--|--|--|--|--|--|--|--|

## Appendix 2

### **Moderators Guidelines – World Aquaculture' 99**

This list of duties has been developed to ensure that your session, and hence the entire the World Aquaculture '99 Conference, runs smoothly. With eleven concurrent sessions, it is essential that the moderators for every session complete the required tasks effectively, otherwise chaos may ensue.

A copy of the guidelines for oral presentations with relevant points highlighted is also attached. You should read these and be familiar with the responsibilities of the speakers, as you will be responsible for ensuring these are met.

#### **BEFORE THE SESSION BEGINS**

- Speakers in your session should have lodged their slides the day before the talk. Check the afternoon before with the technicians that all speakers in your session have submitted their slides. If anyone hasn't, first check that they have registered. If they have registered, endeavour to get a reminder to them of this requirement.
- If they haven't registered, determine whether they are going to arrive before the talk. If they have cancelled or have been delayed, try and organise one of the reserve speakers (or inform the session chair if applicable) to take this spot. Inform the conference organisers of this change so that the Day Program can be amended.
- If a reserve speaker cannot be located, do not shift all the speakers to fill the gap. Many people will be shifting rooms based on the printed, original program hence we need to keep changes to a minimum. Under no circumstance alter the times of any talks once the day program is determined. If there is a gap, so be it.
- Obtain the biographies of the speakers from the speakers testing room (located in the Southern Lounge or Harbourside Room 8) prior to the session, preferably the day before. For any speakers that have not submitted bio's you will need to get brief details before the session begins- particularly how to pronounce their names correctly.
- It would be sensible if you familiarise yourself with the audio-visual equipment and light switches in the room before the session. Determine the name of the AV technician allocated to your room. You can also practice on the equipment in the speakers testing room.
- Please meet with your presenters in your session during the break immediately before your session (e.g. Morning/afternoon tea or lunch) at least 15 minutes before commencement time. Ask each presenter, in consultation with the session chair if applicable, if there are one or two questions they would like asked to stimulate discussion.
- Check that the room is set up appropriately for your session and any special requirements have been met.
- Ushers have been allocated for all sessions and are identifiable by their T-shirts. Make sure you introduce yourself prior to commencement. You can request the ushers to assist in housekeeping or urgent tasks (e.g. calling the AV Technician) during the session.

## DURING THE SESSION

- Special announcements may be made either before or after the session. These announcements (or session notes) will be delivered to the session room before the session commences.
- It is also important to acknowledge any sponsors for the speakers or session.
- You and the speakers are to sit at the head table on the stage for the presentations and discussion. Please ensure that the speakers sit in presentation order. In the smaller session rooms it may be necessary to have the speakers sit in the front row.
- **KEEP ALL SPEAKERS TO THE CORRECT TIME.** A simple coloured light mechanism to remind speakers of the time limit will be set up on your table. Two minutes before the time limit is reached, switch to the amber light. When time is up, switch on the red light and call “time thank you”.
- Speakers should have at least 5 minutes (but a maximum of 10 minutes) of question time at the end of their presentation. Do not let speakers go overtime, but also do not start the next talk before the specified time if one presentation finishes ahead of schedule. Punctuality and a strict adherence to the timetable are essential.
- A laser pointer will be on the lectern – retrieve it from each presenter and leave on lectern or, alternatively, give it to the next moderator at the conclusion of your session.
- Monitor the use of the laser pointers. They should **not be** waved around the room and only used sparingly to indicate a point on the visual presentations.
- All speakers are to wear radio lapel microphones. You may need, **if requested**, to assist attaching the microphone to the speaker (use discretion), and ensure it is turned on before the presentation commences.
- Manage question time sensibly.
  - Protect the speakers by dissuading continued abrasive questioning by referring these to a later time.
  - Particularly try and stop any “grandstanding” (e.g. reading out prepared material) not specifically related to the presentation.
  - Try and fill in any gaps using the prearranged questions.
- Remind speakers to collect slides from the speakers testing room after their presentation.

If you have any queries regarding these guidelines or your participation, please contact the Program Chairs (Dr Rick Fletcher or Dr Craig Browdy) or Rochelle Manderson the conference manager.

## C) POSTERS

A prominent display exhibited the scientific posters in the trade hall. This display was strategically located in the centre of the trade displays, near to where both coffee and meals were distributed. Therefore the posters were well attended and the level of interaction that occurred between authors and other participants was high. In fact many commented that they received far more feedback under this scenario than occurred when they presented an oral paper.

## **APPENDIX 6b**

### **Program Sections**

#### **Global Issues and New Developments**

##### **Section Chairs: Peter Montague and Craig Browdy**

Algal Culture  
Aquaculture & Food Security in Developing Countries  
Aquaculture Engineering  
Biofouling  
Biosecure Systems  
Biotechnology & Transgenic Organisms in Aquaculture  
Culture & Conservation of Marine & Freshwater Ornamental Fish  
Quarantine Certification, Translocation and Trade Barriers  
Regional Aquaculture Networks  
Stock Enhancement

#### **Industry Sustainability and Growth**

##### **Section Chairs: Damian Ogburn, Craig Browdy, Jayne Gallagher and Liz Evans**

Aquaculture - A Commercial Reality  
Aquaculture Codes of Practice  
Coastal planning and Aquaculture  
Developments in Coastal Aquaculture Sustainability  
Environment Movement & Industry Perspectives on Aquaculture  
Extension - International Perspective  
Indigenous & Island Aquaculture  
Inland Saline Aquaculture  
Integrated Farming  
Investment in Australian Aquaculture  
Legislation & Policy in Aquaculture Management  
Market Opportunities: Creating Opportunities by Clearing Obstacles  
Monitoring for the Future  
Quality and Safety Workshop  
Socio Economics in Aquaculture  
Therapeutants  
Training & Extension – the Australian Perspective

#### **Crustacean**

##### **Section Chairs: Peter Rothlisberg, Kwei Lin and Jorge Calderon**

Crabs  
Freshwater Crustacean  
Global Approaches To Sustainable Shrimp Farming  
Lobster Aquaculture  
Shrimp Genetic & Hatchery - Broodstock Management & Spawning  
Shrimp Genetics & Hatchery - Genetics  
Shrimp Genetics & Hatchery: Hatchery & Nursery  
Shrimp Health  
Shrimp Pond Effluent Treatment & Environmental Impacts

## Shrimp Pond Processes & Management

### **Mollusc**

**Section Chairs: Mike Heasman, Brian Bayne and Sandy Shumway**

Abalone

Mollusc & Environmental Carrying Capacity

Mollusc Genetics

Mollusc Hatchery & Production Bio-Technology

Mollusc Health

Mollusc Nutrition

Mollusc Quality Assurance

Pearl Oysters

### **Freshwater Finfish**

**Section Chairs: Chris Barlow, Stuart Rowland and Barry Costa-Pearce**

Channel Catfish & Other Finfish

Cyprinids and Tilapia

Eels

Finfish Health

Native Finfish

Other Finfish

### **Marine Finfish**

**Section Chairs: Mike Rimmer and Yngvar Olsen**

Finfish Post Harvest Handling

Grouper

Marine Finfish Broodstock & Genetics

Marine Finfish Hatchery

Production & The Environment

Production Technology

### **Nutrition**

**Section Chair: Geoff Allan**

Commercial Perspectives On Feeds

Crustacean Nutrition

Diet Processing And Storage

Environmentally Friendly Feeds

Finfish Nutrition

Live Feeds & Particulate Diets

Nutrition Artemia

**APPENDIX 7**  
**Posters Presentations**

**APPENDIX 8**  
**List of Trade Exhibitors**

## **APPENDIX 9a**

### **World Aquaculture Society Press Release**

Media Release Issues by the World Aquaculture Society

MEDIA RELEASE

MAY 11, 1999

## **WORLD AQUACULTURE '99**

WORLD AQUACULTURE '99, held April 26 – 30, 1999 in Sydney, Australia, was the largest international meeting of the World Aquaculture Society ever! Over 3000 people from 84 countries attended the 12 concurrent sessions and the trade exposition with over 220 booths held at the Sydney Convention Centre at Darling Harbour! In addition, attendees were treated to various outstanding social functions that demonstrated the Australian ability to throw a party.

Michael New, Chairman of the Steering Committee, commented, “ The whole conference was outstanding and the attendance was beyond our expectations. The Welcome Reception was excellent and the President’s Reception at the Sydney Town Hall was superb with its beautiful cathedral-like setting. The New South Wales Fisheries Department, and especially the Director, Dr John Glaister, is to be commended for the great success of the conference as NSW Fisheries provided many services and staff to make the conference run smoothly.”

Dr Glaister, Director of Fisheries and President of the National Organising Committee, reflected, “The World Aquaculture '99 conference has already provided great dividends for the aquaculture industry in Australia in terms of technology exchange, foreign investment, public awareness and education. Hosting World Aquaculture '99 has moved Australia to a very prominent place in the worldwide aquaculture industry. I feel certain that benefits will continue to accrue for all of Australia in the coming months and years.”

World Aquaculture '99 attracted extensive media attention including television spots on the national TV news and a broadcast from the tradehall for the Today Show. Numerous other television, radio and print media appearances helped spread a positive message about aquaculture throughout Australia. This public exposure culminated with AQUAFOOD'99 on May 1-2 at the Sydney Fish Market. AQUAFOOD'99 was a public festival of aquaculture product with product displays, taste-testing, cooking classes and many forms of entertainment including a Sydney rock oyster opening championship

Mr. New summarized the conference, “The program was exceptional and all aspects of the conference ran very well. Everyone that I talked to was very enthusiastic in their praise for the conference. The exhibits in the tradeshow were outstanding and the tradeshow was packed with aquaculture industry people. The success of World Aquaculture '99 will surely lead to another successful meeting for AQUA 2000 in Nice, France, May 2-6, 2000.



## APPENDIX 9b

### World Aquaculture '99 Media List

The Australian newspaper  
The Sydney Morning Herald newspaper  
The Daily Telegraph newspaper  
The Bulletin magazine  
The Land newspaper  
AAP news wire service  
Radio National  
Radio 2UE  
Radio 2WS  
Business Sydney newspaper  
Environment Industry Review  
The Northern Farmer newspaper  
Channel 10  
Channel 7 news  
Australian Geographic magazine  
Modern Fishing magazine  
NSW and QLD Fishing Monthly magazines  
Geoff Wilson freelance journalist  
David Lockwood freelance journalist  
Adelaide Advertiser newspaper  
Northern Territory News newspaper  
The West Australian newspaper  
Indian Link newspaper  
Agence France-Press  
Italian Associated Press  
Philippine Community News newspaper  
Canadian Press  
Xinhua news agency (China)  
Seafood Australia magazine  
Australian Financial Review newspaper  
The Sun-Herald newspaper  
The Sunday Telegraph newspaper  
Business Review Weekly magazine  
Australian Farm Journal magazine  
Radio 2NC  
Radio 2BL  
Radio 2DAY FM  
Radio 2KY  
Personal Investment magazine  
Austasia Aquaculture  
Channel Nine News  
ABC-TV news  
Landline television program  
Fishing World magazine  
Western Fisheries magazine  
Freshwater Fishing Aust magazine  
Australian Chinese Daily newspaper  
The Melbourne Age newspaper  
Melbourne Herald Sun newspaper  
The Courier-Mail newspaper  
The Mercury newspaper  
Warta Berita Aquila newspaper  
Associated Press (USA)  
Reuters news wire service  
Asahi Shimbun news service (Japan)  
NZ Press Association  
Rural News newspaper (NSW)  
SBS-TV news

**APPENDIX 9c**  
**World Aquaculture'99 Media Coverage**

## APPENDIX 10a

### Aquafood'99 Report

Date sent: Wed, 02 Jun 1999 11:31:13 +1000  
From: Nicola McConnell <nicolam@sydneyfishmarket.com.au>  
Organization: Sydney Fish Market Pty Limited  
To: Anthony Forster <anthony.forster@nre.vic.gov.au>,  
Damian Ogburn <ogburn@ozemail.com.au>,  
Glen Schipp <schippg@ozemail.com.au>,  
Heather Brayford <hbrayford@fish.wa.gov.au>,  
Ian Lyall <lyalli@fisheries.nsw.gov.au>,  
Jeff Todd <todd.jeff@pi.sa.gov.au>,  
Jim Gillespie <barkert@dpi.qld.gov.au>,  
Margaret Brett <margaret.brett@dpif.tas.gov.au>,  
Rochelle Manderson <ozacom@eis.net.com.au>,  
Stan Jarzynski <stan.jarzynski@dpie.gov.au>,  
Maireen Dunn <dunnm@fisheries.nsw.gov.au>,  
Anthony Forster <anthony.forster@nre.vic.gov.au>,  
Glen Schipp <schippg@ozemail.com.au>,  
Heather Brayford <hbrayford@fish.wa.gov.au>,  
Damian Ogburn <ogburn@ozemail.com.au>,  
Stan Jarzynski <stan.jarzynski@dpie.gov.au>,  
Margaret Brett <margaret.brett@dpif.tas.gov.au>,  
Jeff Todd <todd.jeff@pi.sa.gov.au>,  
Jim Gillespie <barkert@dpi.qld.gov.au>,  
Rochelle Manderson <ozacom@eis.net.com.au>,  
Michael New <Michael\_New@compuserve.com>,  
<Worldaqua@aol.com>  
Subject: BRIEF AQUAFOOD '99 REPORT

WAS

Following is a brief summary of Aquafood '99. Thanks to all of you for your support over the past 12 months getting the information to your aquaculturists. We are preparing a full Marketing Report which includes all the media clippings - it will be over 100 pages. If you would like a copy posted to you please email me with your address. Thanks, Nicola.

#### AQUAFOOD '99 REPORT

AQUAFOOD '99 - a tasty festival of farmed seafood was conducted by Sydney Fish Market in association with the World Aquaculture Society Conference on Saturday May 1 and Sunday May 2, 1999.

#### Aquafood '99 Objectives

- Promote the Sydney Fish Market auction to aquaculturists
- Promote the Sydney Fish Market retail site to consumers
- Give aquaculturists a showcase to exhibit their product
- Give seafood consumers the opportunity to learn about seafood farming
- Get seafood consumers to taste farmed product

## Generate sales of farmed seafood

Sydney Fish Market's auction floor was transformed into a large exhibition space. 24 aquaculture farmers and associated industry bodies showcased farmed seafood and the Aquaculture industry to Sydney consumers.

The festival was open free of charge to consumers from 9 am to 4 pm and included taste tests of farmed product, free farmed seafood cooking demonstrations, touch tanks, aquaculture videos, special Sydney Seafood School classes, Guinness and Oyster Bar, bands and wandering entertainers.

The Sydney Rock Oyster Opening Championship was a highlight of the event on Sunday May 2 from 11am. More than 400 people watched the event.

## Media

Media Liaison Co-ordinator, Lindy Thompson worked on promoting Aquafood '99 from the launch in February and created media opportunities with an equivalent advertising value of \$520,000.

### Major media features included:

- A front page feature with The Daily Telegraph's Food and Wine section
- A fifteen minute interview in prime time on 2BL on Friday 30 April
- Channel Nine, Today Show on Saturday 1 May
- Channel Nine, What's Cooking with Geoff Janz
- International coverage

### Aquafood '99 Results

- 24 aquaculturists exhibited
- Almost 22, 965 seafood consumers visited the Market (a capacity crowd)

- Over the weekend 5673 cars used the car park
- Aquafood '99 generated an estimated \$520,000 worth of media coverage
- Increased sales of farmed seafood

## Thanks

A number of people were instrumental in ensuring the success of Aquafood '99.

Marketing Co-ordinator Katrina Greeves worked closely with suppliers and entertainers for months before the event to ensure the smooth running of the weekend.

Operations Engineer Joe Rotondo worked closely with the Marketing Department on logistics before the weekend and was on site throughout the event.

Market Floor staff were patient with all the incoming product and accommodating changes to the floor for the weekend. They started the auction early on Friday 30 April and worked around a late start on Sunday 2 May and still managed to get the auction ready for 5.30 am on Monday.

Ian Lyall and the team from NSW Fisheries provided great help over the months before Aquafood '99 with information and support and on the weekend of the event with plenty of staff and the touch tanks - which were a big hit.

Also thanks to NSW Department of State and Regional Development which supported the NSW exhibitors.

Finally, thank you from Sydney Fish Market to all the exhibitors who gave their time for an event which had never been staged before and had the foresight to see the advantage of being involved.

Nicola McConnell  
Marketing Manager      26 May 1999

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Nicola McConnell  
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Fax: +61 2 9552 3632

**APPENDIX 10b**  
**Aquafood'99 Media Coverage**

**APPENDIX 10c**  
**Aquafood'99 Brochure**

# **APPENDIX 11**

## **Website**



**APPENDIX 12**  
**World Aquaculture'99 Promotional Material**